



# HARTFORD HAS IT STREET BANNER PROGRAM

## STREET BANNER PROGRAM

Surrounded by the area’s largest daytime office population, a burgeoning residential community, and great restaurants and nightlife, the Hartford Business Improvement District street banners offer 24 hour brand recognition to thousands of people every day, while creating an attractive environment for visitors employees, and residents of downtown Hartford.

## VISIBILITY AND BRAND RECOGNITION

The HBID’s street banners are viewed by hundreds of thousands of visitors, commuters and residents every year. Banners are seen in television news broadcasts, advertisements, in hundreds of social media posts, and in the online photo galleries for several high profile events. Sponsor’s logos appear in prominent positions on each banner, and will add a place-based, geographically focused dimension to PR and communication efforts.

## SPONSORSHIP

Banners will be posted for a minimum of eight (8) months over the course of a calendar year. They may be removed for short periods of time to accommodate holiday decorations and banners for city-wide events.

There are more than 250 street pole banner locations throughout the greater downtown area. Locations are available on a first come, first served basis.

### STANDARD

Rates per location:

1	location	\$610
2	locations	\$505
3	locations	\$450
4	locations	\$425
5 - 9	locations	\$400
10+	locations	\$375

### HBID PROPERTY OWNERS & NON-PROFIT ORGANIZATIONS

Rates per location:

1	location	\$560
2	locations	\$455
3	locations	\$425
4	locations	\$400
5 - 9	locations	\$375
10+	locations	\$355

## FOR MORE SPONSORSHIP INFORMATION CONTACT:

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